

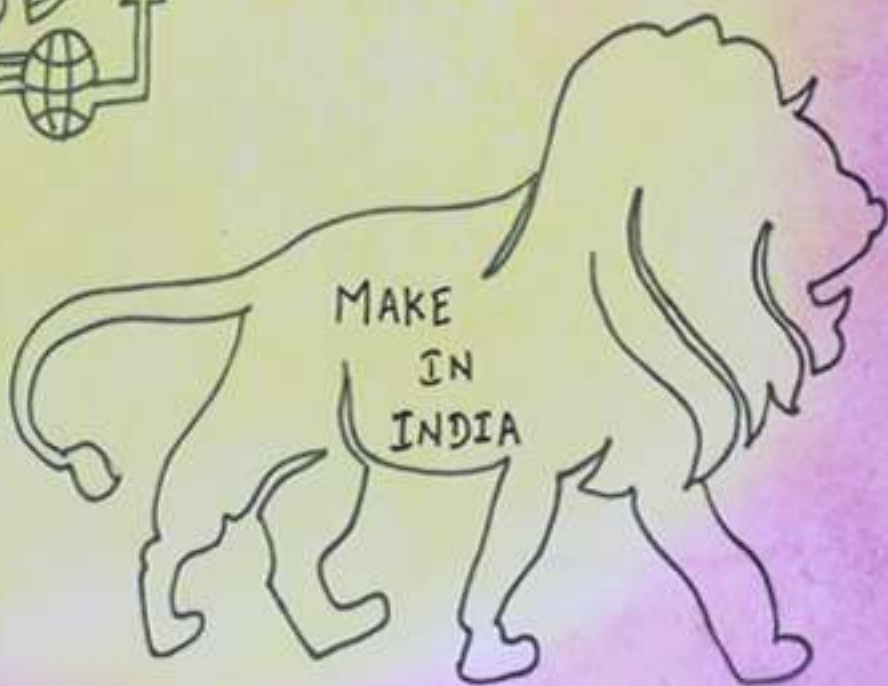
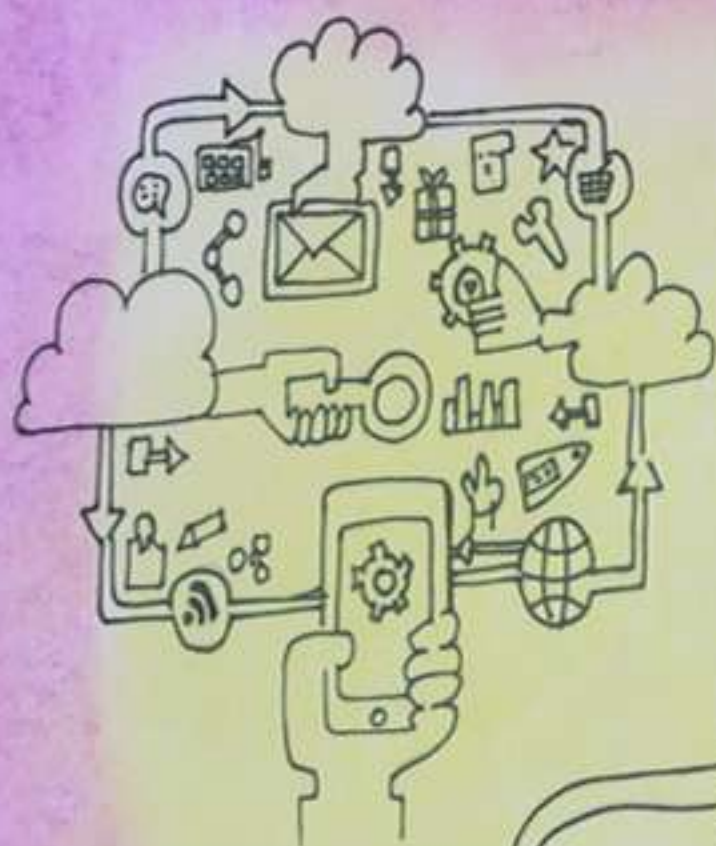


SAMURVHI

Beyond The Halls Of Ivy

JUNE 2017

VOLUME-III NO-I



Dynamics In Business Environment

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Messages



COL.(RETD) M. VIJAY RAO
HON. DIRECTOR, BVC

I have perused the inaugural copy of SAMVRIDHI brought out by BVC MBA Dept.

I congratulate Dr. N.S. Chakravarty, Head of Dept and Mrs. K. Suvarchala Rani and her team of students who have conceived, compiled and edited a new effort with many interesting articles. I am sure that with this springboard, **SAMVRIDHI** will grow in the years to come as many more enthusiastic management students will actively participate, through their contributions to this magazine.

It gives me immense pleasure to congratulate the faculty and students of Management Studies on their maiden effort in bringing out the quarterly magazine "**SAMVRIDHI – BEYOND HALLS OF IVY**".

My appreciation to every member involved in making this initiative bear fruits. I am very confident that the magazine gives the faculty an opportunity to nurture and explore the inherent potential of the students.



Prof. Y ASFOK
PRINCIPAL



I appreciate and congratulate the team members of the Abhyas Club in bringing out the maiden newsletter '**SAMVRIDHI**'.

I expect this useful newsletter on quarterly basis and wish each one of them all the best.

Head, Department of Management Studies

Dr. N.S. Chakravarty

Editor Note



In the rapid industrial growth and technology, we see quick dynamics and changes happening around the globe.

In today's world, Everyone is being part of this business changes. Factors such as legal, technological, social and global are being considered to be most effective for such dynamic changes.

The reply to these changing trends is a critical success for entrepreneurship.

We, the team, 'SAMVRIDHI ' have Chosen this theme to showcase these happenings, their implications and the reply which led to success in the Business World.

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Introduction



Dynamics in Business Environment- As the sentence means itself, the ever-growing and ever-changing aspects of the business activities in every sector and industry, partly due to technological advancements, changing needs of consumers and with varying trends.

It is the constant two-way challenge and replies to such dynamic changes, a consolidated up-to-date scanning of the environment that pushes each business enterprise at its edge to deliver supreme quality, maintaining cost-saving techniques and attain sustainable profits.

Business Environment is the combination of a totality of external forces (general or specific), interrelatedness, dynamic nature, uncertainty, complexity, and relativity.

Today, the 21st century being called the 'Global Village' happening of events at world's one end has tremendous effects on rest of the world, this holding most true in the case of Businesses, as today we are all 'Globalized' and 'Liberalized'.

The dynamics in the business world encourages new potential ideas, rearrangements of resources to utilization, expansion of business scope, improvised technological researching, extended endeavor and capacity of human efforts and resilience to such environmental changes.

This edition gives a glimpse into such undertakings to understand the theme and to appreciate all the dynamics in our lives that we see around.

Regards,

Mrs. Suvarchala Rani

Faculty Incharge of **SAMVRIDHI**

Global Detox



SUPER CONNECTIVITY OF FUTURE BUSINESS

World that is buzzing out tackling the rapid dearth of resources, all the businesses around are configuring the right point to tap the available energies left with human minds combined with hi-tech technology, striving to make profits along with making lives simpler comes a Technology called "Maglev" a principle based on magnetic repulsion between tracks and train.

The Central Japan Railway Company developed this System, the history behind this devel-



opment was to design a train to cover distance between Tokyo and Osaka in one hour (usually a distance of 6-7 hours) after Brookhaven National Laboratory patented superconducting magnetic levitation technology in the United States in 1969, Japan announced the development of its own superconducting maglev system. The railway made its first successful Maglev run on a short track at its Railway Technical Research Institute in 1972.

Working of maglev trains- For a maglev to elevate it requires a strong magnetic field for the wagon to stay in the air which is provided by the use of superconducting coils most reasonable energy cost saving conductors, which are then placed on 4 sides of the wagon hence creating a strong magnetic field around the coils that elevates the wagon and passing

electric current to accelerate the wheels, to slow down, we only need to invert the current, pushing the front of the Maglev and attracting it back. Furthermore, the wagons are equipped with air brakes in order to slow down without consuming any energy.

Interesting news- The levitation of the Maglev hence does not require any other energy than the energy required for it to move: the train naturally floats in the air covering a distance of 30.5 km in 8 minutes. Its derailment is impossible, no air pollution as it burns no fuel, no sound pollution as there is no friction and it requires no land modifications to accommodate tracks.

Future of maglev worldwide-Maglev transport technology reduces combustion, covering large distances in shorter durations, utilizing alternative energies the need of present hour is being proposed in countries around the globe (Europe- Switzerland, Germany, Spain, UK, Asia- China, India, Japan, Malaysia, Hong Kong, and North America- USA)

In India the proposals made by the government covers many areas like Pune- Mumbai, Mumbai-Delhi, Mumbai-Nagpur, Chennai-Bangalore-Mysore, and Kochi metro. Though the coming of this maglev is in the next few decades by 2045, proposed budget being \$26 million per kilo meter yet with the fuming doubts of losing the earth's resources and leading to environmental causes this sounds like an elevating technology to stabilize the havoc.

Bhakti
BBA 3rd Year



Opinion Section



A RAY OF CHANGE IN BUSINESS

The things which we use in our daily life is the creation or idea generated by the person who is master minded. The person who keeps his tracks on the focus on the world economy is none other than a businessman. A businessman is the person who rules the world and mind of people for whom he innovates new products.

A businessman does or goes through many changes to prove his place, strategy and to create many new things in business world. He or she can change the dynamics of business environment and people's mindset to keep its focus on their product. For example, Steve Jobs' invention and innovation of the Apple iPhone when he introduced in the market - it was changed into different models from the basic phones which were trending in the market. With his invention, he changed the dynamics of business. Now Apple iPhone is the symbol of status and enthusiasm for youngsters to own. This type of changes occur in business world to achieve their targets on customers and make the competitors push backward in this world of business.

Dynamics in business is always a vast one because the changes in business environment happens on a day to day basis. It may be in technological side or marketing. The exclusive products or

economy changes and development are for the benefit of society.

A businessman tends to have his eyes on each and every corner of the market to gain public trust and profits to his company he/she catches the opportunity for the changes in business environment. He matches his ideas with the public needs and desire and comes into the market with products which hits the customer beliefs in right places.



For Example (1); Tata group they were the first, to start the business in India with a steel industries and slowly entered into many sectors such as IT industries, jewellery, watches, telecom industries, clothing, cars etc.,

For Example (2); Ambani's started with reliance industries they slowly entered into various sectors for establishing there business now they are into telecom industries, petroleum, clothing, beverages, footwear etc.,

This the nature of the business who catches public attention and attracts them result in the changes of business.

Shailaja
MBA 1st Year



Indian Zenith



SOCIAL ENTREPRENEURSHIP - ZERO MILES

Social entrepreneurship is said to be the use of techniques by newly formed companies and other entrepreneurs to develop, fund and implement solutions to social problems. This concept may be applied to various organisations with different sizes, aims and beliefs. It is progressing significantly in India because of what the government has not been able to do. Social entrepreneur is an individual with innovative ideas and solutions to social problems. He acts as the change agent for society. One of the examples of social entrepreneurship is ZeroMiles.



Zero miles is an organisation whose aim is to help rural entrepreneurs set up clean drinking water centres in Indian villages. Manas Deshmukh the founder of Zero miles who is a graduate of National Institute of Technology, travelled various villages and interacted with many people as a part of his research.

He found that technology would make life easier for villagers. So, he set up this organisation in Murambha village, Akola district, Maharashtra. It has been great success and invited a lot of requests from nearby villages who wish to set up their centres and start business. It started multi utility drinking water centres to bring people together for community development.



These centres are called Zero miles centres where people will get various services like drinking water, IT infrastructure, online recharge, bill payment and ticket reservation. It also provides education to villagers in various aspects like farming, agriculture and basic science.



This organisation also has an application called ZeroMiles App which allows the visitors to access the content without internet, through their smart phones or through the tablet provided by this organisation.

Navya
MBA 1st Year



Opinion Section



Why is business environment dynamic in nature????

Dynamic business environments are described as the ability to respond to changing trends. To be successful it is crucial to make value of your surroundings by highlighting alert entrepreneurship and organization risk. The goal is to develop strategies and allow your commerce to maintain a spirited benefit.

Establishment of analytical methods to review trends and correct problems and come up with the most effective and efficient results using well-informed populace, up-to-date procedure and technology to examine your infrastructure and this in turn is used to decide how to utilize assets to increase business benefit.



The idea is to get advantage of developing the tendency to turn your existing transportation into something better, not only for your business replica but also for your proceeds.

By optimizing your Information skill infrastructure at every level, you should attain cost savings. You can relate to this at all areas of your business to make value and profit. Create your plan for core IT transportation, start by settling on the best methods to access your scheme and manage your desktops, mobile devices and servers. Allow for refuge and data protection to guarantee compliance to legal system. One goal is to combine your environment, abolish duplication and cut cost connected with maintaining divided databases. A consolidated, streamlined environment is easier to adapt to new trends and stress that are steady in today's dynamic market.



Gayatri
MBA 1st Year



What If ?



What if 5G replaces 4G? Is there a business case for 5G?

A lot of vendors are showing their shiny new 5G technology and talking about all the technical superior features and all the potential it has for IOT and other types of future markets. So here the question comes "where is the 5G business case".

The answer to this question lies in the way the organization handles the situation and manages the change in an optimal way.

So, here I suggest three strategies withstand the competition in today's business environment.

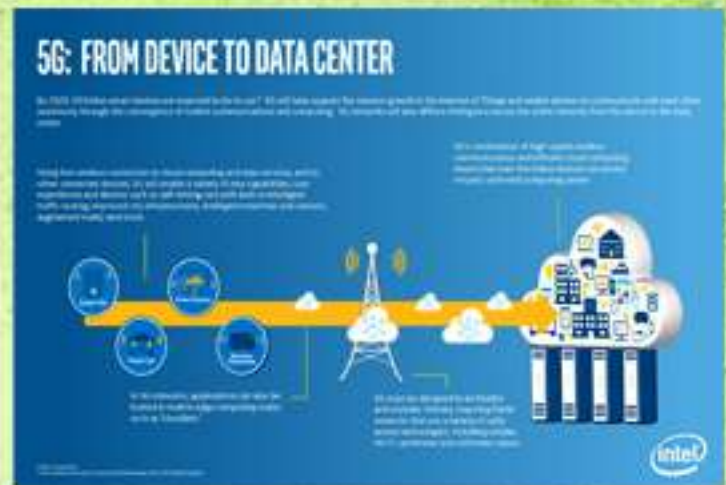
Commoditize the industry

What should the telcos do? And how?

First of all, they need to get their cost under control and reduce the complexity so that they can actually launch new service in days instead of years. By doing this it will lower not only the cost but dramatically reduces the time to go from idea to production and focus on software.

Innovation

The innovation can be like launching a new service daily instead of yearly by app-enabled services. This enables a person to only install what he needs. By doing this the costs and complexities go down while the security and ease of use goes up.



Revenue generation

Churn will take a dive because the operators can now get revenue by offering their subscribers a choice between many. By this, you will no longer get a data plan or a broadband connection from the operators instead you get a solution to control your kids, house, business, communication etc.

All the above strategies will add more and more receivers for new spectrum. It's all very exciting! You are one of the lucky ones to be involved in the future of communication which wireless frees all of us and opens new possibilities across all industries.

Ramya Sree
MBA 1st Year



Hyderabadi Startup



An employee at **V2V Enterprises**, who is a project manager, quits his job to start up a **BUSINESS** to follow his passion. Holding a degree in B.SC, the 24 years old gentleman Mr. Chandra Shekar, now a passionate Businessman conveys his ideas by taking great privilege.

1.Tell me something about yourself and what your company is into? What made you to start up a company?

I am Chandra Shekar, I love traveling, and riding bike. I love to keep researching on things about the marketing strategies. I worked for V2V ENTERPRISES as project manager, in my free time I used to browse about the startups and got motivated and I became passionate about running a business. Now, at My company **POTESTAS IT SERVICE LIMITED** group(power of unity), we diversified portfolio automation solution of utilizing the water for domestic, commercial and agricultural purpose in effective manner, call center outsourcing solutions and we developed an application for schools to maintain the total track of the students.

2.How you started your business and what all initial problems you have gone through?

Initially I faced the problem to convince my parents but I took it as a challenge and to invest capital to start the business was also a challenge but I could manage things and made it true today and there is a lot to progress, with the help of my team I am sure that I will do better.

3.Where you see your organization going in future?

According to Mr.shekar , there are many ways to make money but his way is to create a brand image in the market. He describes "me and my team are really working hard to achieve fame in the market".

4.How do your employees help you and what would they gain in return working with you?

Mr.shekar conveys that he is not bothered about the qualification of an employee, he trains and develop his employee in an efficient manner. He want his employees as quick learners with creative mind. He wants his employees



to share their ideas and also to develop those ideas faster, meanwhile he quotes that he believes in "1+1=3 or 2+2=5".

Hyderabadi Startup



5. What keeps your mission focused? What would you suggest to the present generation who wants to start up an enterprise?

I believe in my heart and to work hard, I suggest the upcoming entrepreneurs to "follow your heart, maintain your mind to stabilize" make your vision to be clear and work hard to reach it, do not let your vision blur. The main reason my mission is focused because I HAVE MY DESTINATION AND I'M ON MY WAY.

"DISCOVERING YOUR SOUL SIGNATURE" by PANACHE DESAI, is my inspirational book because its an invitation to change the energy that surrounds you to lead better life.

**IT
Service
Limited**



6. Any book or words that inspired you which relates the human life that you would suggest to our readers?

Sai Kumar
MBA 1st Year



How To ?



It is rightly said that **"time and tide waits for none"**

So is Business. If you want to survive you have to adapt to the fast-paced changes dynamically otherwise you would be shown the exit door right away.

The business environment is a combination of multiple factors which largely are not under the control of the business. Ignorance of anyone again as said earlier would lead to permanent closure or shutdown of the business.

So the question right now is "HOW will the business manage all such environmental influences and step ahead? The Business, therefore, has to continuously interact with these factors both internal and external to the organization and understand the threats and explore the opportunities from these surrounding factors.

One such factor is "competition". The most important essence of studying businesses strategic management is to know "how to deal with competition?" The organization growth and profitability

primarily depends upon how effectively organization deals with competition.

There are many examples to show the intense competition between rival companies such as Colgate and close up, coca cola and Pepsi, mobile companies, etc. to maintain their market share. An organization should consider the following to deal with the competitors at the time of formulating strategies.

1. Who are the competitors and what are their products and services?
2. What is their market share?
3. What are their financial positions?

MICHAEL PORTER'S FIVE FORCES MODEL is a powerful and widely used tool for competitive analysis which diagnoses the significant competitive pressures in a market and assessing the strength and importance of each.

The five forces --

1. Threat of new entrants
2. Bargaining power of customers
3. Bargaining power of suppliers
4. Rivalry among existing/current players
5. Threat from substitutes



Ashish
MBA 1st Year



Mini Research



Bitcoin – The coded currency

Introduction

Bitcoin is an innovative payment method invented by unidentified programmer, or group of programmers, under the name of Satoshi Nakamoto. It allows people to send or receive money through internet, even to someone they don't know or don't believe. The mathematical field of cryptography is the basis for Bitcoin's security. These bitcoins can be traded for goods or services with vendors who accept Bitcoins as payment.

Bitcoin-to-Bitcoin transactions are heavily encrypted hash code transactions which are exchanged across a peer to peer network. Bitcoins of each user is stored in a program holding an address through which users send or receive bitcoins, called digital wallets. Every digital wallet has a private key known only to the user. In order to deal with the inflation, bitcoin network is mathematically designed to generate not more than 21 million bitcoins. By initiating a transfer request from the customer's wallet to a bitcoin address in the vender's wallet one can spend their bitcoins. The bitcoins value can fluctuate quickly. As of this writing, one bitcoin equals to 59073.97 Indian Rupee.

The paper aims to study the dynamics, trends, regulatory aspects of bitcoins.

Objectives of the paper

- To understand the dynamics of bitcoins (with special reference to India).
- To understand the awareness of bitcoins

Research methodology

Primary data is collected through well-structured questionnaire. Samples of 100 respondents was been selected. The collected information was reviewed and consolidated into a master table. For the purpose of analysis, the data was further processed by using non -statistical tools. Some data is collected from secondary sources. Secondary sources include news lets; authenticate websites, research journals, internet and others. Data have been collected in accordance with the objectives mentioned above. The study is partly exploratory and partly descriptive in nature.

Source

<http://www.zerohedge.com/news/2013-05-12/visualizing-how-bitcoin-transaction-works>

Interpretation

- It is seen that mere 14% of people are totally aware of bitcoins.
- Whereas 32% of people are slightly aware of bitcoins.
- 54% of people are unaware of bitcoins.
- 14% of people feel yes government should intervene in circulation.
- 32% of people feel government should not involve in money.
- 54% do not have idea or information.

Mini Research



We can see that people who have a bitcoin wallet is 0% as there is no awareness. As in research conducted many people do not have proper idea or information. So 86% of people do not have bitcoin account. If they have information and the details, probably people would be interested in planning to open a bit coin a/c as 14% would like to open an account.

• We can see that 43% of people want bitcoin to be legalised as it would become an easy factor to use bitcoin.

• 22% people do not want it to legalise, keeping the security concerns in mind.

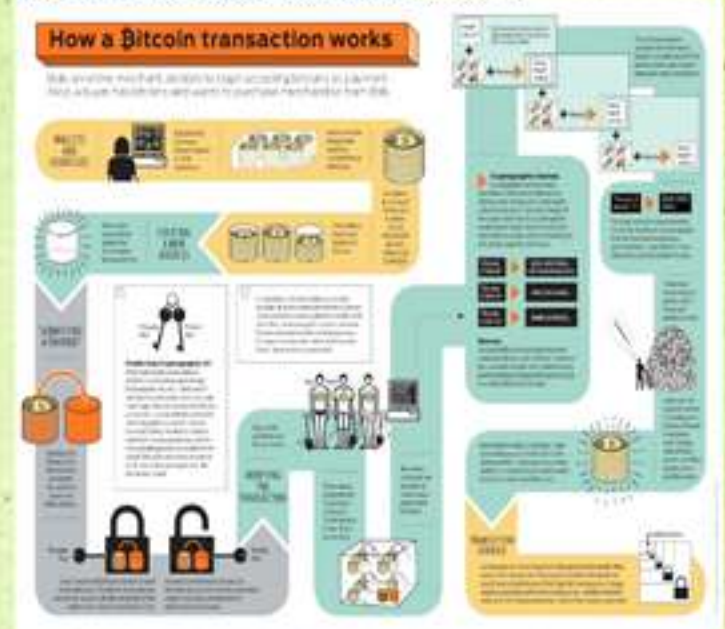
• 35% of people are not aware and do not have enough information about it. During demonetization bitcoin had lot of positive effect as its usage increased.

• 27% of people feel that demonetization has brought effect in bitcoins, where 22% feel it did not effect.

Conclusions & Suggestions:

Bitcoins are easy to operate with. It has no central authority to regulate its flow; it also operates over a safe network where identities of dealers in bitcoins are kept in secrecy.

Bitcoins also do not ask for personal information of people who are dealing with them. This protects the identity of the people dealing with them.



Kiranmai
MBA 1st Year



What's Going On



BRICS bank grants \$300 million loan to Brazil's renewable sector

The new development bank jointly founded by the BRICS countries and the BRAZILLIAN development bank have decided to give a loan of \$300 million to develop the South American country's renewable energy sector, the loan agreement was signed by XIAN ZHU Vice President and Chief Operations officer of the NDB and Marcelo Siqueira, legal director of Brazilian development bank, KV Kamath President of NDB was also present on the occasion.



The loan has been sanctioned to facilitate sustainable development of energy infrastructure of Brazil through investments in at least five renewable energy and associated transmission projects.

"Today's signing is another milestone in the history of bank in collaboration with our member country and development partners the NDB is supporting clean energy projects these projects fill critical infrastructure gaps and contribute to sustainable development", Kamath said. The bank supports the efforts of other financial institutions and establishes a network of global, regional and local partnerships with multilateral and national development banks as well as other institutions and market players.



Srikar
MBA 1st Year



Future Leap



The Race to 5G! The NEW 'G'

In just 36 years, mobile communication has completely changed the way we live, work and play. But the most amazing thing about this wireless revolution is that innovation is accelerating, not slowing down.

The First mobile networks appeared in the 1980s, GSM (Global System for Mobile) arrived at the turn of the century, and LTE (Long Term Evolution) began rolling out in 2010.



Now, 5G is emerging ahead of the turn of a new decade and it's the next big change to hit mobile. This new 'G' can deliver speeds put to 10 gbps wherein the current 4G has a range of 100Mbps.



2G	3G	4G	5G
Mobile	Mobile, Social	Mobile, Social, Video	Mobile, Social, Ultra-HD, 3D, AR/VR, Smart Home

It also has the ability to download and stream 4k or 8k video within seconds. 5G can provide enough data to make VR (Virtual Reality) actually immersive and look alike reality, instead of the gimmicky, cartoony that we experience now. A.I will get smarter too, because 5G will connect to more mobiles and will have a wide range of network. 5G research and development also aims at lower latency than 4G equipment and lower battery consumption, for better implementation of the 'Internet Of Things', these aspects of 5G will change the dynamics of the telecom Industry around the globe. Let's all wait for the race to begin!

Ajay Rajesh
MBA 1st Year



Activity Buzz



Brain Teasers

1. Which one is correct to say "The yolk of egg is white" or "The yolk of the egg are white"
2. What is that when you take away the whole, you still have some left?
3. What falls but never breaks?
What breaks but never falls?
4. What six letter word in the English language contains ten other words without rearranging any of its letters?
5. A is the father of B. But B is not the son of A. How's that possible?
6. Name an English word of more than 2 letters that both begins and ends with the same letter 'he' in that order. It should not be 'hehe'.
7. If you have me, you want to share me. If you share me, you haven't got me. Who am I?

Guess Who ??



Activity Buzz



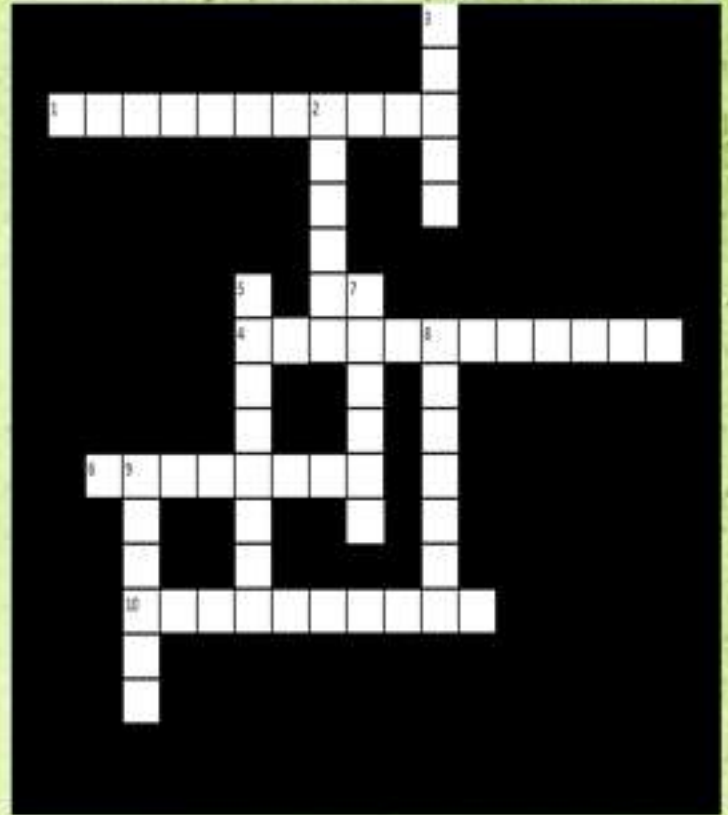
Crosswords

ACROSS:

1. Term used in business to identify the process of sub-contracts work to outside vendors.
4. People who start and run their own business
6. A responsibility of an employer as to the employees is to make sure they have proper _____
10. Buying of one company by another.

DOWN:

2. Another word for debt
3. An estimation of the income and expenditure for a future period of time.
5. Providing guidance and serving as a role model to employees.
7. What is the lowest part of the recession called?
8. Illegal copying of a product such as software or music
9. Selling directly to customer



Bala Krishna
MBA 1st Year

Sriniidhi
MBA 1st Year

Crossword:- 1. Outsourcing, 2. Credit, 3. Budget, 4. Entrepreneur, 5. Leading, 6. Training, 7. Trough, 8. Piracy, 9. Retail, 10. Acquisition

Tata

Guess Who :- 1. Anil Bokol, 2. Sunil Bhatti, 3. Dilip Sanghvi, 4. Amartya Sen, 5. Jamshedji

7. secret

words are: spa, spar, spare, pa, pare, pared, are, re, red, 5. B's the daughter, 6. headache and heartache

Brain Teaser : 1. Neither. The egg yolks are yellow, 2. wholesome, 3. night and day, 4. spared - the

Talent Hub



Prashanth
MBA 1st Year



Jhansi
MBA 1st Year



Sindhu
MBA 1st Year

MY HERO

*Tears started to spill from my eyes
I tried not to cry
But my tears betrayed me and started to flow*

*I couldn't go anywhere
Didn't know what to do
My bestfriend left me
By breaking my friendship*

*I just wanted to hug someone
to pour out my feelings in form
of tears*

*But then i came to know
How alone am i*

*With the heavy heart
With unexplainable feelings
breaking inside my heart*

*I kept walking with rain
pouring on my head
with the tears flowing
from my eyes*

*I just reached my house
Knocking and person who
opened had a smile*

*I just hugged that person and
poured out my heart and cried*

*That person who stood by
my side on the heart
wrenching time of my side
My hero*

*It was my dad my hero
For the life time*

Shailaja
MBA 1st year



Akshata Mane
MBA 1st Year

Cover Page Competition



Prashanth
MBA 1st Year



Suryakiran
MBA 1st Year



Sindhuja
MBA 1st Year



Suryakiran
MBA 1st Year



Akshata Mane
MBA 1st Year



Gayatri
MBA 1st Year



Sandhya Rani
MBA 1st Year

Cover Page Winner

Shreya
MBA 1st Year

